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RESPONSE UNDER 37 C.F.R. § 1.116  
EXPEDITED PROCEDURE - EXAMINING GROUP 3620

I hereby certify that this paper is being facsimile transmitted to the U.S. Patent and Trademark Office on the date shown below.

October 29, 2004  
Date

Angela S. Long  
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PATENT

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Connie D. Myers  
Application No. : 09/575,845  
Filed : May 19, 2000  
For : METHOD AND SYSTEM FOR TRACKING CONSUMER  
AWARENESS OF BRAND-NAMES (As Amended)

Examiner : Jean D. Janvier  
Art Unit : 3622  
Docket No. : 680047.402  
Date : October 29, 2004

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

RESPONSE AMENDMENT UNDER 37 CFR 1.116  
AND REQUEST FOR RECONSIDERATION

Commissioner for Patents:

In response to the Office Action dated August 2, 2004, please amend the application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 15 of this paper.